



AN INFORMATIONAL RESOURCE CONCERNING PROGRAMS, EVENTS & OPPORTUNITIES THAT CREATE THE VIRGINIA BUSINESS ADVANTAGE

AUGUST 2003

## Existing Business Outreach Program Launched

The Virginia Department of Business Assistance (DBA) recently launched a new Business Outreach program. DBA staff will work with Virginia's regional and local economic development offices to help develop or strengthen their business outreach programs. This new program will use existing staff and resources.

This program is a revised approach to a former program where state economic development representatives visited Virginia manufacturers. The new program will not only ensure that the state maintains awareness of state and regional business issues, but will also help keep the Department of Business Assistance and city and county economic development officials informed of local business concerns. Members of

DBA's Existing Business Services team, including Sam Crockett, Dave Fuller, Jim McKean, and Maricel Quintana-Baker, will work with regional and local economic development offices to keep them apprised of state resources that can complement local activities to encourage business growth, retention, and enhancement.

For more information on the Business Outreach program, contact Dave Fuller at [dfuller@dba.state.va.us](mailto:dfuller@dba.state.va.us) or 804-371-8131.

### VIRGINIA BUSINESS INFORMATION CENTER

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## FEATURED CLIENT

PowerSystems International, Inc. located at Natural Bridge Station, Virginia specializes in the development of customized mobile power generation systems. PSI supplies a series of steel frame trailer systems that have been certified for use with the M1097, Heavy High Mobility Multi-purpose Wheeled Vehicle (HUMVEE). The Trailer Systems are certified for internal airlift by C-130 and C-141 aircraft and externally airlifted by CH47 and CH53 helicopters for deployment anywhere in the world. The trailer systems consists of a diesel engine driven 20KW Generator Set, 55-gallon fuel tank, a 96,000 BTU/hour Environmental Control Unit (ECU) and transports rapidly deployable shelters to form Tactical Operation Centers or Command Posts. The ECU is used to ventilate, heat and cool the shelter; the Generator Set provides power for the ECU and the equipment used in workspace provided by the shelter. The combination of climate-controlled shelter workspace, fuel and power for the associated equipment are designed to meet the high mobility requirements of the military.

PowerSystems International, Inc. is located in a modern single level manufacturing facility nestled in the beautiful surroundings of the Blue Ridge Mountains of Virginia. Approximately 28 highly skilled employees work in these facilities and the company is expanding, investing new capital and planning to add 15 people over the next three years as the demand for its products increase. DBA's Workforce Services division is assisting with PSI's expansion by providing assistance with employee recruitment and selection, conducting a train-the-trainer course, and producing an orientation video. DBA and Virginia are proud to recognize the contribution of PowerSystems International, Inc. to our economy and its contribution to the success of our U.S. military operations.

## Thanks For The Memories . . . And The Dollars Spent:

Governor Warner Touts Tourism Close To Home  
By Governor Mark R. Warner

When you have a chance to run for governor, you see a lot of miles of road, eat at and visit some fantastic places, and meet great people of every type around our Commonwealth. Since I got the job 18 months ago, I've retraced much of that journey. Then and now, I see the opportunities that our strong and growing tourist industry has - if we can just get the word out about all we have to offer.

And since September 11th, folks have been staying closer to home and rediscovering the greatest hits of Virginia tourism. We have some of the most historically significant landmarks in the world. We've got architecture that predates the nation. The beauty of our Bay, beaches, rivers, lakes, mountains, and caverns continues to awe.

Virginia also has much to offer for those who enjoy hunting, fishing, watching wildlife, and any number of other great outdoor sports and activities. My family and I just went rock climbing in the Shenandoah National Park. Even though my 13 year-old daughter beat me up the cliff, I'm excited to report that climbing, kayaking, windsurfing and a whole range of adventure activities are growing in popularity and available in most Virginians' own backyard.

In just four years, Virginians will commemorate the 400th anniversary of the founding of Jamestown, the first permanent English settlement in the New World, and the cradle of American democracy. At the state, local, and tribal level, we are preparing to make this milestone an international marketing opportunity for Virginia tourism.



Shortly after my inauguration, I issued Executive Order 6, which mandates that all state agencies, boards, and commissions identify and recruit organizations to which they pay dues to hold their regional and national conferences and conventions in Virginia. I am pleased to say that in the 18 months since I signed the executive order, we have been fortunate enough to book 50 meetings and conventions, with a projected economic impact of \$9,338,000 to Virginia's economy. Meetings and conventions contribute \$800 million annually to the Virginia economy. That number will get a big boost in the next five years as new convention and meeting facilities open in Hampton, Virginia Beach, Wytheville and Suffolk as well as others, increasing the state's capacity to host 40,000 more meeting participants.

I signed legislation this year that will allow the manufacture of the Virginia is for Lovers license plate. Motorists who buy the plate are helping our tourism industry in two ways: a portion of the sales proceeds is dedicated to tourism marketing, and they become rolling billboards for Virginia tourism as they travel across America.

We're bouncing back from September 11th. The number of destination visitors and overnight visitation increased from 31.4 million in 2001 to 33.4 million in 2002, while leisure visitation increased by 11.6 percent. It is heartening to see that, as a whole, visita-

CONT'D ON BACK

Virginia SBDC Network Launches New Website

The Virginia Small Business Development Center (SBDC) network, comprised of 28 local centers across Virginia, recently launched its new website, located at [www.virginiadbdc.org](http://www.virginiadbdc.org). The SBDCs provide professional business counseling, training and information resources to help grow and strengthen Virginia businesses. SBDC professionals assist with business planning, marketing, financial analysis, access to capital, business start-up and other specialized services as requested. The SBDC network is a strategic alliance between the U.S. Small Business Administration, George Mason University and local sponsors throughout Virginia. These vital partners include universities, community colleges, chambers of commerce, municipalities, economic development organizations and private companies.

Recognizing Excellence in Virginia

In 1982, the United States Senate authorized an awards program designed to recognize excellence in organizational performance. The program, known as the United States Senate Productivity and Quality Award (SPQA) seeks to highlight the accomplishments of private businesses, large and small, and organizations in the public and non-profit sectors. The SPQA program is designed to cultivate continuous performance improvement through a

process of knowledge sharing, evaluation, and recognition - resulting in economic growth for the Commonwealth.

Applicants are required to address performance from the following perspectives: Leadership, Strategic Planning, Customer and Market Focus, Measurement, Analysis and Knowledge Management, Human Resource Focus, Process Management, & Organizational Results. Applications are now available at <http://spqa.gmu.edu> for organizations who wish to apply for SPQA recognition at the 2004 Annual Forum.

2003 SPQA recipients will be honored at the Virginia Forum for Excellence in Williamsburg on September 30, 2003. The Forum is an annual event featuring numerous workshops, an exhibit hall, and an awards luncheon to recognize this year's awards winners. For more information on attending or exhibit and sponsorship opportunities, contact Bob Bowles at (757) 523-6762 or [rbowles\\_spqa@yahoo.com](mailto:rbowles_spqa@yahoo.com).

Virginia Institute for Economic Development Revamps Program

The Virginia Institute for Economic Development (VIED), now in its 21st year, has created a new and improved agenda. Designed to provide a detailed overview of Virginia's economic development programs and resources, VIED has trained 718 economic development professionals and staff, local

GOVERNOR WARNER CONT'D

tion to Virginia increased by 6.4 percent in 2002, and the Commonwealth ranked ninth in the United States for the number of visitors in 2002.

We have you to thank. The number one reason tourists say they travel to Virginia is to visit family and friends. You can do your part by getting those visitors out to see all Virginia has to offer. When you do, you help support the more than 211 thousand Virginians employed in tourism, and boost the bottom line for an industry that already brings

more than \$12.9 billion a year into our economy.

As Governor, I have tried to make tourism a priority, and I commend the Virginia Tourism Corporation for its creativity in a time of fiscal austerity. This one's a no-brainer. Every dollar we spend multiplies in our tourist economy. But unlike most industries, when we have fewer dollars, we can still all make a difference in boosting Virginia tourism. Just get out there and enjoy it. And take some friends or family.

officials, and private sector representatives who wanted to get a better understanding of available resources and to meet the key players in Virginia's economic development efforts. VIED is coordinated by Virginia Tech and co-sponsored by DBA and VEDP.

The 2003 VIED course will be offered Oct. 6-8 at the Donaldson Brown Hotel and Conference Center in Blacksburg, VA. The registration fee is \$295. For more information or to be put on the registration mailing list, contact Rick Moorefield at [richardm@vt.edu](mailto:richardm@vt.edu) or (540) 231-6721.

Workforce Services Adds 2 New Staff

DEBBIE MELVIN, formerly DBA's Director of Marketing & Events, has joined DBA's Workforce Services team as a project manager. For over 5 years, Debbie has led the agency's marketing initiatives, quarterly seminars, and annual Business Appreciation Week campaign. In her new position, she will be working with Virginia businesses to develop customized recruiting and training programs.

CALENDAR

08.12.03

VMSDC Profits in Partnership Breakfast

08.25.03

Small Business Procurement Workshop

09.10.03

Virginia Economic Development Seminar

09.15-16.03

SBIR Conference

09.24-26.03

VEDA Fall Conference

09.30.03

Virginia Forum for Excellence

10.01-03.03

Forbes CEO Forum

10.06-08.03

Virginia Institute for Economic Development

10.13-15.03

Virginia Biotechnology Summit

Visit [www.dba.state.va.us](http://www.dba.state.va.us) for more details and other events.

TRE AKINS has also joined DBA as Workforce Services' new A/V Production Manager. Tre will be producing electronic media for qualifying Workforce Services clients. He was previously a producer, videographer, and editor for VAVS Productions in Richmond.

**PLEASE LET US KNOW:** If you no longer wish to receive Inside Virginia, would be willing to receive it electronically, or if you have a former colleague who still receives mailings and needs to be removed, email changes to [hmcDonough@dba.state.va.us](mailto:hmcDonough@dba.state.va.us)

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